

advertisement, which plane of advertisement is directed obliquely outwards of, preferably perpendicular to, the plane of the print carrier, wherein the advertisement print comprises a secondary figurative element depicting the advertisement in a third dimension, that the secondary figurative element when seen in a direction perpendicular to the plane print carrier constitutes an angle  $\alpha + \beta$  between the first dimension and the third dimension and an angle  $\beta + 90^\circ$  between the first dimension and the third dimension and which secondary figurative element when seen in the given oblique direction between the viewer and the print shows the third dimension as directed perpendicular to the plane of advertisement being formed by the first and the second dimension and that the angles  $\alpha$ ,  $\beta$  are different from  $0^\circ$ .

<sup>10</sup>/<sub>12</sub>. (New) An advertisement print according to claim 11, wherein the secondary figurative element is a shadow of the primary figurative element.

<sup>11</sup>/<sub>13</sub>. (New) An advertisement print according to claim 11, wherein the secondary figurative element is a relief of the primary figurative element.

<sup>12</sup>/<sub>14</sub>. (New) An advertisement print according to claim 11, wherein the print comprises a tertiary figurative element depicting surroundings of the primary and secondary figurative element, that the tertiary figurative element when seen in a direction perpendicular to the plane print carrier is applied with an angular displacement and which tertiary figurative element when seen in the given oblique direction between the viewer and the print shows the tertiary element as being plane and lying in the plane of the print carrier.

<sup>13</sup>/<sub>15</sub>. (New) An advertisement print according to claim 14, wherein the tertiary figurative element constitutes a foreground, alternatively a frame, alternatively a background.

<sup>14</sup>/<sub>16</sub>. (New) An advertisement print according to claim 11, wherein the print is made of a curable, liquid printing ink, that the ink is applied in the plane print carrier in a liquid state, and that the ink is cured on the plane print carrier.

<sup>15</sup>/<sub>17</sub>. (New) An advertisement print according to claim 11, wherein the print

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